



EduLang Launches “Pay What You Want” for its English-Learning Applications with Fifty Percent of Proceeds Going to Charity

Paris/Morlaix, France December 15th 2011 – *Pay What You Want*, a new offer by EduLang allows learners, teachers and schools to determine the amount they contribute for EduLang’s web applications. Fifty percent of their contributions go to the charitable organization, *Room to Read*, making this both a unique and disruptive business model for English-learning products.

Launched on December 1st 2011, the offer has received [very positive feedback from teachers across the globe](#) as it enables the greatest number of international students to access quality ESL applications, all the while inviting them to join in shared social responsibility. The *Pay What You Want* model has met with success in other industries, (music, smartphone applications, restaurants and drama productions) however, this is a revolutionary move in the online publishing sector, especially for a small company like EduLang.

EduLang’s applications provide students with progressive and pedagogically sound ways of refining their English for international communication. [English Addicts](#) focuses on vocabulary and comprehension via handpicked news podcasts from Voice of America. With over 1500 lessons, 13 international accents and a new lesson every day of the week, students and teachers can tailor their learning to individual needs and preferences. [Test Simulator](#) imitates real-life test-taking conditions for both TOEIC® and TOEFL® tests. It reveals important hints and thoroughly prepares students for proper time management, giving them the confidence they need to optimize their score.

How does Pay What You Want work?

A client chooses among the three web applications, orders one or multiple user access licenses, enters a contribution for those accesses and 50% of their payment goes to Room to Read. There is a one-dollar/euro charge for server costs, processing fees and taxes. The transaction is handled by PayPal (which allows non-PayPal users to pay by debit or credit card) and access to the applications is provided immediately upon receipt of payment.

About EduLang:

Founded in 1992 EduLang develops all of its applications internally with a team of eminent professors.

For more information, please consult our website: <http://www.edulang.com/>

Press Contact

Brad Patterson, Social Media Manager, [Brad at edulang.com](#) +33 2 98 63 42 00